



RRI Newsletter Report

June 2022 to October 2022

Since June of 2022, IDL has helped distribute RRI messaging using GovDelivery by Granicus, a service that empowers government agencies to communicate directly with constituents via email and SMS/text messaging. The content IDL distributed included RRI blog posts and IDL's own recreation or fire-related news releases.

List Development

- 910 total subscribers
 - Pre-RRI newsletter launch from July 2021 to May 2022
 - Not having a newsletter product to distribute at the time, IDL began preparing for a future recreation-centric newsletter by collecting email addresses and SMS/text enabled cell phone numbers using GovDelivery
 - 418 subscribers interested in recreation collected by IDL over 11 months
 - 29 uploaded by IDL
 - 263 Local Network Subscribers – recruited by GovDelivery, located in Idaho
 - 113 Network Subscribers – recruited by GovDelivery, likely not located in Idaho
 - 8 Direct Subscribers – signed up from link on IDL website
 - 5 Signup Builder Subscribers – signed up from link on non-IDL website
 - RRI Newsletter active from June 2022 to October 2022
 - 492 subscribers collected expressly for RRI communications over 5 months
 - 157 uploaded by IDL
 - 139 Local Network Subscribers – recruited by GovDelivery, located in Idaho
 - 159 Network Subscribers – recruited by GovDelivery, likely not located in Idaho
 - 31 Direct Subscribers – signed up from link on IDL website
 - 6 Signup Builder Subscribers – signed up from link on non-IDL website

Newsletter Metrics

- From June 2022 to October 2022 distributed 16 RRI newsletters
 - Comprised of RRI blog posts, and recreation or fire-related news releases produced by IDL
- A total of 10,941 emails or SMS/text messages were delivered
 - 3,467 messages were opened by a unique subscriber (32% open rate)
 - The messages were opened a total of 5,708 times
 - The volume of non-unique opens suggests recipients were forwarding the messages to non-subscribers

RRI Newsletter Log

Date	Newsletter	Messages Sent	Unique Open Rate
9/16/2022	Know where to go before you go – Tips for hunters on OHVs	752	32%
9/8/2022	ICL Wilderness Stewards fix issues with fire rings, litter, water	741	29%
9/2/2022	News Release: Responsible Recreation even more critical this Labor Day weekend	722	31%
9/1/2022	Defacing Public Lands with Graffiti is a No-No!	724	33%
8/19/2022	Prepare for Quick Evacuation in Wildfire Season	700	34%
8/17/2022	Be Bear Aware	694	34%
8/11/2022	Mind Your Wake	687	27%
8/9/2022	Idaho has seen more than its share of drownings and close calls so far in this boating/summer season	685	37%
8/4/2022	“Extreme” Fire Danger in Southern Idaho	683	33%
7/28/2022	Protect Idaho's rivers, lakes and reservoirs from invasive mussels by doing your part	674	32%
7/22/2022	Don't Cramp the Ramp, Be a Good Boater	669	33%
7/20/2022	Plan Ahead for a Safe Boating Adventure	662	30%
7/7/2022	OHV Riders: Follow Five T.R.E.A.D. Principles	642	32%
7/1/2022	As summer temperatures soar over this holiday weekend, the time for fire prevention is NOW!	637	35%
6/23/2022	Rivers are running at or near flood stage - Let's Recreate Responsibly Idaho!	630	39%
6/16/2022	Welcome to Recreate Responsibly Idaho 2022	639	41%
Totals		10,941	32%